

DATA SHEET

# Centrus<sup>®</sup> DMI

## New Residential Development Data

THE MOST COMPLETE AND CURRENT LOCATION INTELLIGENCE INFORMATION FOR IDENTIFYING NEW NEIGHBORHOOD MARKET OPPORTUNITIES AND LOCATING NEW CUSTOMERS



### Summary

Geocode new residential locations. Identify and locate new customers, prospects, and market opportunities. Reduce risk. Gain insight and competitive advantage. Make better decisions. The Centrus DMI (DataMap Intelligence) New Residential Development Data opens the door to a new level of business analyses where an understanding of new residential developments and customers are key.

### Benefits

- Cost effective source of very difficult to compile data
- Frequent updates ensuring you can base decisions on timely information
- Geocoding data works seamlessly with MapMarker USA, GeoStan, Address Broker, and Spectrum EGM
- Easy to implement for location analysis with .TAB and .SHP formats

### OVERVIEW

Pitney Bowes Business Insights has infused the rich real estate intelligence on the U.S. housing market from DataMap Intelligence<sup>®</sup> (DMI) to release a new generation of geocoding, spatial, and attribute data representing virtually all new residential developments across the United States.

This data enhances operational location intelligence by extending geocoding, spatial analysis, and visualization thereby enabling Pitney Bowes Business Insight customers to more effectively meet rapidly changing business needs, including more accurately locating customers and gaining greater insight into new market opportunities.

The Centrus DMI New Residential Development Data is developed from many sources and methods including DMI's proprietary internal tracking systems, data feeds through multiple online portals with most U.S. residential builders, through relationships with data aggregators, via remote sensing, and digitizing raw data. Along with quarterly updates and available monthly USPS conflated geocoding data, this Pitney Bowes Business Insight data set brings you the most complete and current data on new residential developments.

Centrus DMI data is ideal for applications in a variety of industries including insurance, financial services, telecommunications, cable and other utilities, retail, real estate, and delivery services.

Given the complexity, high cost, and very large time commitment for companies to collect and compile such data, the Centrus DMI data reflects tremendous value for Pitney Bowes Business Insight customers. Centrus DMI may give you the advantage you need to be the first to new developments with your products and services.

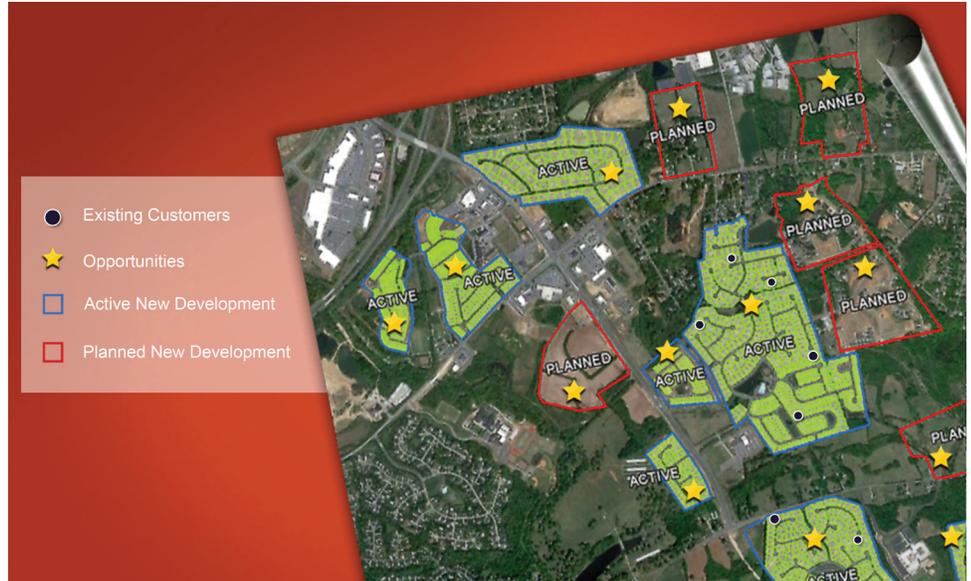
Centrus DMI New Residential Development Data provides:

- Most comprehensive set of geospatial and attribute data for new residential developments – significantly reducing the cost, complexity, and time of acquiring and compiling the data
- Frequent updates – Quarterly with available monthly updates of USPS conflated geocoding data sets (street and parcel centroids) to ensure you can base decisions on timely information
- Geocoding data works seamlessly with all other geocoding data for GeoStan, Spectrum Enterprise Geocoding Module, Address Broker, and MapMarket USA
- Easy to implement for location analysis – geospatial data come in both .TAB and .SHP formats for use within MapInfo Professional, Envinsa, Spectrum Location Intelligence Module, Spatial+, and other GIS applications

## Centrus® DMI

### New Residential Development Data

CENTRUS DMI DATA IS IDEAL FOR APPLICATIONS IN A VARIETY OF INDUSTRIES INCLUDING INSURANCE, FINANCIAL SERVICES, TELECOMMUNICATIONS, CABLE AND OTHER UTILITIES, RETAIL, REAL ESTATE AND DELIVERY SERVICES



Identify new opportunities and customers with Centrus DMI New Residential Development Data.

### Product Details

Centrus DMI New Residential Development Data includes:

#### Centrus DMI Streets

- Street Level Geocoding data built from the DMI residential development street network conflated with USPS data. For use within GeoStan, MapMarker, EGM, and Address Broker. Available with optional monthly updates

#### Centrus DMI Points

- Parcel Centroid Level Geocoding data built from the DMI new residential development parcel centroids conflated with USPS data. For use within GeoStan, MapMarker, EGM, and Address Broker. Available with optional monthly updates

### Centrus DMI Development Boundaries and Attributes

- New residential development boundaries and summary attribute data for virtually all new residential developments throughout the United States. Provided in .TAB and .SHP formats. Summary data includes:
  - > BUILDER
  - > COMMUNITY
  - > CITY
  - > COUNTY
  - > STATE
  - > ZIP
  - > MSA
    - Consists of either the metropolitan, micropolitan or combined statistical areas
  - > 2009 AVERAGE PRICE
  - > 2009 AVERAGE SQ. FT
  - > 2010 AVERAGE PRICE
  - > 2010 AVERAGE SQ. FT
  - > 2009 NUMBER OF HOMES
  - > 2010 NUMBER OF HOMES
  - > 2009 HOME TYPE
  - > 2010 HOME TYPE

- > HOUSING DESCRIPTION
- > PROJECT CANCELED BY BUILDER
- > X\_COORD
- > Y\_COORD
- > DEVELOPMENT AGE
- > COMMUNITY STATUS
- > SALE\_CONTACT
- > SALES CONTACT PHONE NUMBER
- > SALES CONTACT EMAIL
- > MASTERPLAN NAME
- > UNITS\_SOLD
- > DMI
- > NUM\_ID
- > DMI\_ID

#### Centrus DMI Development Centroids and Attributes by Builder

- New residential development centroids and summary attribute data by builder:  
Summary data includes:
  - > Same attributes as Boundary and Attribute data as outlined, except by builder. Note: Many developments will include multiple centroids. Provided in both .TAB and .SHP.

#### Centrus DMI Street Centerlines:

- New residential development street network for map display\*. Provided in both .TAB and .SHP.
  - > LEFTFROM
  - > LEFTTO
  - > RIGHTFROM
  - > RIGHTTO
  - > PREFIX
  - > NAME
  - > TYPE
    - SUFFIX
    - FULLNAME
    - DMI
    - COMMUNITY
    - CITY
    - COUNTY
    - STATE
    - ZIPLEFT
    - ZIPRIGHT

- BLK\_LEFT
- BLK\_RIGHT
- TRCT\_LEFT
- TRCT\_RIGHT
- NUM\_ID
- DMI\_ID

#### Centrus DMI Parcel Centroids

- Parcel centroids of residential units within new development\*. Provided in both .TAB and .SHP
  - > PARCEL\_ID
  - > COMMUNITY
  - > CITY
  - > COUNTY
  - > STATE
  - > ZIP
  - > COUNTY\_ID
    - 1 set of numbers - FIPS MSA/CMSA/NECMA Code
    - 2 sets of numbers - FIPS MSA/CMSA/NECMA Code & FIPS PMSA code
    - 3 sets of numbers - FIPS MSA/CMSA/NECMA Code & FIPS PMSA code & a combination of the FIPS State and county codes
  - > ADDRESS\_NO
  - > FULL\_STREET
  - > UNIT\_NO
  - > FULL\_ADDRE
  - > LOT\_NO
  - > DMI
  - > NUM\_ID
  - > DMI\_ID

## Industry Applications

The following are just a few examples of industry applications for Centrus DMI New Residential Development Data:

#### Insurance

- Customer Onboarding and target marketing
- Improved geocoding for underwriting, risk analysis, pricing and accumulation management

\*Please note, only the geocoding data is conflated by Pitney Bowes Business Insight with USPS data. In addition, the Street Centerline data may include the same streets as TIGER, Navteq, and TeleAtlas based products and is not developed to align with these sources.

# Centrus® DMI

## New Residential Development Data

### UNITED STATES

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### Finance

- New branch and ATM site selection in growing markets
- Customer Onboarding and target marketing

### Telecommunications, Utilities and Service Industries

- First provider of services to households moving into new developments
- Identifying available services, promotional rates and/or service areas for prospective customers in new developments

### Retail

- Identification of new market opportunities
- Improved site selection
- Improved target marketing

IMPROVE YOUR LOCATION INTELLIGENCE. FOR MORE INFORMATION ON GEOCODING AND LOCATION ANALYSIS WITH NEW RESIDENTIAL DEVELOPMENT DATA, CALL US TODAY OR VISIT OUR WEBSITES.

### SPECIFICATIONS

Geocoding data formatted for MapMarker USA, GeoStan, Spectrum EGM, and Address Broker.  
All other data formatted in both .TAB and .SHP format.